

Colonial New Bern ; New Bern of
today.



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NEW BERN

=====NORTH CAROLINA=====

:- Founded by De Graffenried in 1710 -:

COLONIAL NEW BERN
NEW BERN OF TODAY



Printed and For Sale
by

Owen G. Dunn
New Bern, N. C.

P 17880

New Bern, North Carolina

Location.

NEW BERN, with a population of 16,000 inhabitants, lying at the juncture of two beautiful, deep rivers, the Neuse, 11-14 miles and the Trent, 1-2 mile wide, a peninsular in shape, is the center of the great Cotton, Lumber and Agricultural belt of the South Atlantic Seaboard. Its unlimited railroad and deep water facilities, the new Inland Waterway (12 feet deep) passing through the harbor, and railroads running into the City across both rivers and from the inland in various directions, with ample sites for manufacturing industries, utilizing the raw material found here in great abundance, make this one of the most desirable Cities in which to locate, in the entire country.

By an Act of Congress, approved March 3rd, 1909, an examination of the Neuse and Trent Rivers from the Inland Waterway (now being constructed by the National Government) has been made, with the view of providing a channel to conform with the depth of the waterway, giving New Bern deeper water outlets both to the ocean, at Beaufort, and to the North through the Inland Waterway, at Norfolk, which will afford entry to New Bern of heavier draught steamers and vessels, both foreign and domestic, greatly increasing the present tremendous traffic on these two rivers, at New Bern, and work on these important improvements will begin at once.

There is double daily service in all directions; only one hour's ride to the mighty Atlantic, 6 hours to Norfolk, 10 hours to Richmond and 20 hours to New York.

Manufacturing Industries.

There are no less than 16 Lumber Mills located around the City, manufacturing the celebrated N. C. Pine, and other varieties for which New Bern is famous. Some of these mills are the largest and best equipped in the country. In addition to these there are 4 fertilizer factories, 2 ice plants, large cotton oil mill, and factories manufacturing agricultural implements, boxes, barrels and baskets, carriages, bellers and machinery, etc. Also the Norfolk Southern Railway Company's Shops and the Pepsi-Cola Plant, all of which employ many people.

There are electric light and gas plants, for lighting, power and fuel; three banks, one National and two State, each with savings department, conducted on conservative, yet liberal basis, and two Building & Loan Associations, which have furnished over 500 homes.

Industries Wanted. Labor.

Owing to unlimited supply of cotton and lumber, as pine, ash, poplar, gum, cypress, oak, etc., we are able to supply raw materials for hosiery, cotton, yarn and knitting mills, furniture, sash, door and blind factories, and wood working plants for the manufacture of wagons, carriages, novelties, harness, wheelbarrows, trucks, trunks, boxes, laths, etc. Also tanneries and trunk and leather goods factories are wanted here.

There is no labor problem here—both skilled and unskilled labor is plentiful and wages are moderate.

Agricultural Possibilities.

Nowhere in the United States may be found so varied a production of crops as here, where fertility of soil admits of 3 or 4 crops being grown on same land in a season. Everything required is grown, and crops are cultivated every month of the year. Alfalfa grows luxuriantly, yielding 5 or 6 cuts annually, at great profit and little expense. Here agriculture is a science and the possibilities are limited only to man's capacity to cultivate and harvest nature's bountiful production.

Cattle, mules, horses, hogs, sheep and poultry of all kinds are raised with ease and sold right here at good profit.

Climate.

Climate conditions are unsurpassed. A happy medium between the blizzard beaten, and drought scorched North, West and Northwest and the enervating climate of the far South. Winters are short and mild, practically no snow, (there having been no snow for three (3) winters past), being tempered by the Gulf Stream, which flows nearer the North Carolina Coast than any other State, while the summers are pleasant and healthful, cooled by delightful ocean and sand breezes.

Health.

Few places can boast of New Bern's health record. The death rate is as low and longevity as great as any place in the State. The dreaded pneumonia, grippe and kindred diseases so fatal in bleak climates are infrequent and mild in form, and typhoid is seldom known, while malaria has been practically eliminated by warfare upon the mosquito, under municipal supervision.

Drinking Water which is supplied from 6 deep artesian wells, is pure and wholesome and is under sanitary regulation. An excellent sewerage system is in operation and every lav of health is observed.

Progress. Markets. Character of People.

New Bern has kept pace with the progress so prevalent in the South today. Over a million dollars have been expended here in a short period. Among the recent improvements are three Churches, one of which, the Methodist, is the finest in the State; Hotel Gaston, one of the best in the State; Elks' Temple, a modern five-story, yellow brick store, offices, lodge and club rooms; 25 miles of concrete sidewalks with granite curbing, and thirty-five blocks paved with vitrified brick, new factories, lumber mills, school buildings, jail, handsome reinforced concrete block of five large stores, and a number of modern brick stores, a new Union Passenger Station and Railroad Shops.

New Bern justly boasts of one of the best fish and oyster markets on the Coast. This market is supplied the year round with delicious fish, meats, poultry and vegetables and with oysters 8 months in the year.

Our people are exceedingly hospitable, cultured, refined and industrious, and welcome good citizens and new industries. New Bern is a City of Churches. All denominations are represented. The Methodists, Presbyterians, Baptists, Disciples, Episcopalians, Roman Catholics, Hebrews and Christian Scientists all have their houses of worship, three of which, the Methodist, Hebrew and Christian Science, are new and modern structures.

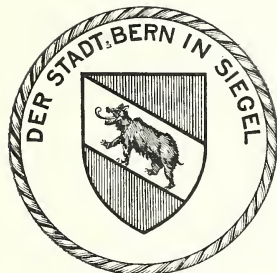
There is an excellent public school system from the primary to high school, preparing for the various colleges in the State. Also a modern and well appointed Hospital. Three modern hotels, with numerous high-class private boarding houses afford ample accommodation for tourists looking for mild and healthful climate.

A continuous stretch of inland water of over 100 miles affording delightful motor and sail boating, yachting, fishing and hunting. One of the best equipped fire departments in the country. Two steamers, four (4) roller-bearing horse hose carriages and one hook and ladder truck. For further information address

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NEW BERN, N. C.

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URING the summer of 1710 settlers from Switzerland and Germany, selecting a pleasant site at the junction of the Nense and Trent rivers, in the Province of Carolina, laid the foundation of a town which they called New Berne. During the summer of 1910 the descendants of those pioneers, mindful of the innumerable blessings that have flowed from that act upon themselves and their country, purposes to commemorate its two hundredth anniversary in a manner worthy of that event. They may well do so, for few communities in the new world have had a more interesting history; and certainly no city in North Carolina has more reason to point with pride to its past achievements and to its future promise.

New Bern was the second town in North Carolina. Its founders were a small party of Swiss from the province of Berne, and a larger body of German Protestants from the Palatinate on the Rhine. The Palatines sailed from England, where they had gone to seek refuge



Oldest House in Craven County, New Bern, N. C.

P 17 880

from religious persecution in their own country, in January, 1710. After a terrible voyage of thirteen weeks, during which half of their number died, they landed in Virginia, and thence marched overland to the place selected for their settlement by the surveyor general of the province, "on a tongue of land between the 'News' and Trent rivers, called Chattawka, where afterwards was founded the small city of New Berne." In September, 1710, they were joined by the leader of the colony, Baron de Graffenried, with his Bernese Swiss. De Graffenried found the Germans in a most pitiable situation, they having been forced "to sell nearly all their clothes and movables to the neighboring inhabitants, in order to sustain their life." He set to work vigorously to relieve their wants, and in a short time had the colony on its feet on the road to prosperity.

But before the "townlet of New Berne," as De Graffenried called it, was a year old, the greatest Indian war in the history of North Carolina broke out and all the Neuse section was swept by a whirlwind of murder and pillage. It was while the savages were secretly preparing for this war that De Graffenried and the surveyor, John Lawson, set out up the Neuse on an exploring expedition. They were promptly captured and carried before the council of the red men for trial. De Graffenried, by a clever ruse succeeded in effecting his escape, but Lawson was condemned and executed. Tradition affirms that his body was stuck full of fat light-wood splinters and then burned; but De Graffenried in his account of their adventure says: "In the meanwhile, they executed the unfortunate Lawson; as to his death, I know nothing certain. Some Indians told me that he was threatened to have his throat cut with the razor which was found in his pocket; but some said he was hung, some said he was burnt. The Indians kept that execution very secret. God have mercy upon the poor soul." The Indian war reduced the little colony to a pitiful condition. Their number, too, was greatly decreased, only "forty men able to fight and a crowd of women and children" being left. Finally through the generous aid of South Carolina after three years of fighting, the Indians were beaten and their power crushed forever.

While this war was in progress De Graffenried returned to Europe, leaving his countrymen and the Germans to struggle along alone as best they could. Fortunately the colony survived the dark days of the war, and during the next decade maintained a brave struggle for existence. Their efforts were at last crowned with success. The year 1723 marked an epoch in the history of the "townlet" on the Neuse. In that year New Bern was laid off into streets and lots, and the town started on its career of progress. The Indians having been driven out of the country, white settlers poured in, and New Bern became the center of a thickly populated section. Another body of Swiss-German immigrants joined their brethren in the year 1732, taking up lands in what are now Jones and Onslow counties. Trade and commerce began to flourish.

About this time the German and Swiss settlers began to anglicise their names. Mohr became Moor, Elbach became Eybock or Hypoek, Grum became Croom, Eisler became Esler or Isler, Mueller became Miller, Coxedaile became Cogdell.

The history of the settlement from now on is a story of continuous progress. A bare mention of many important events is all that can be given here, but that is sufficient to substantiate this statement. In March, 1738, New Bern had become of sufficient importance for the sessions of the General Assembly of the Province to be held there. In 1739 the great evangelist, Geo. Whitfield, preached in New Berne. In 1740 the Palatines and Baptists petitioned for permission to erect churches there. During the same year the assembly passed an act for the erection of an Episcopal church, reciting the fact that the vestry had already made 100,000 bricks to be used for that purpose. In 1741 the county of Craven was erected into Christ Church Parish. In 1749, James Davis came to New Bern, and set up the first printing press in North Carolina. In 1752 he issued from his press the first book printed in the colony, a volume of the provincial laws, bound in yellow leather, and hence called the "Yellow Jacket." On June 1, 1764, he issued the first number of the first newspaper in the colony called "The North Carolina Magazine, or Universal Intelligencer." During the same year the assembly passed

a law establishing a school in New Bern, which two years later was incorporated and thus became the first school ever incorporated in the State. It was the New Bern Academy, from which many of the State's most eminent citizens were graduated, among them being William Gaston, George E. Badger, John Stanly, Richard Dobbs Spaight, and Francis L. Hawks. By this time New Bern had become the largest town in the Province, the center of culture and of education, the capital and political center as well as the chief port.

On January 9, 1767, was begun at New Bern the famous Tryon's Palace, for which that popular colonial governor has in recent years been so undeservedly abused. The total sum voted for its construction amounted in our money, to about \$75,000. The building was planned by John Hawks, a Moor from the Island of Malta. It was completed in October, 1779. At that time it was generally regarded as the handsomest building in America. It contained the executive offices, halls for the academy and was the residence of the governor. The "Palace" is thus described in Morse's Geography (1789): "The palace was erected by the province before the Revolution, and was formerly the residence of the governors. It is large and elegant, two stories high, with two wings for offices, a little advanced in front to-



Tryon Palace, New Bern, N. C., part of which is now standing.

wards the town; these wings are connected with the principal building by a circular arcade. It is much out of repair; and the only use to which this once handsome and well furnished building is now applied is for schools. One of the halls is used for a school and another for a dancing room. The arms of Great Britain still appear on a pediment in front of the building." In 1798 a negro woman carried a lightwood torch into the cellar, filled with wood and hay. There is scarcely any need to tell the rest of the story. Yet it may be said that one of the wings escaped the flames and is still in use as a residence. Much abuse has been heaped upon the head of Governor Tryon for his part in the erection of this building; but in fact it was a wise act, and the criticism if any is to be employed, should be aimed at those whose carelessness permitted this historic structure to be destroyed.

New Bern, in spite of its being the home of the royal governor, was early to the front in

the "common cause" at the outbreak of the Revolution. In the persons of Alexander Gaston (father of William Gaston), Richard Cogdell, Abner Nash, Joseph Leech, James Coor, Richard Dobbs Spaight, and others the town furnished many of the foremost among the patriot leaders of that struggle. It was at New Berne that the first Congress of North Carolina, independent of the royal authority, met, August 25, 1775. This Congress gave expression to the American position on the issue in dispute with the mother country in a series of spirited and clear-cut resolutions; declared for a Continental Congress, and elected William Hooper, Joseph Hewes and Richard Caswell delegates. It was at New Bern, too, on April 3, 1775, that the second Provincial Congress met, and on April 4, 1775, that the last assembly called by the royal authority convened. After a stormy session of five days, Governor Martin, on April 8, 1775, issued his proclamation dissolving the assembly, thus bringing British rule in North Carolina to an end forever. A few days later, the New Berne committee of safety, under the leadership of Abner Nash, whom Governor Martin denounced as "the oracle of the committee and a principal promoter of sedition," surrounded the "palace", drove the royal governor out and took possession. The next governor to occupy the "palace" was Richard Caswell, the first governor of the independent State of North Carolina, who took the oath of office at the "palace" in New Berne, January 16, 1777. The first assembly of the State, after the Declaration of Independence, met in New Berne, April 7, 1777. Thus within a year's time, New Bern saw the downfall of the royal government and the establishment of the government of the independent



Episcopal Church, New Bern, N. C., Showing Old Oak Tree under which Geo. Washington stood.

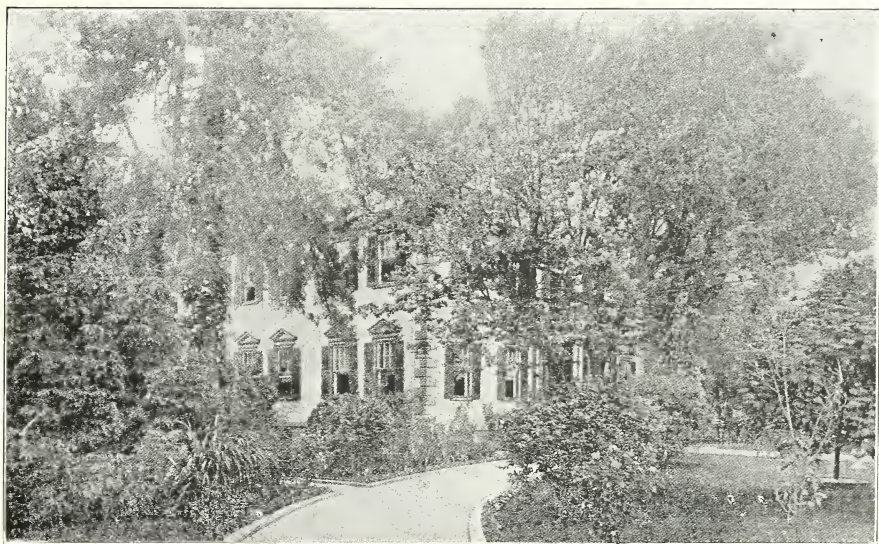
State of North Carolina. To the overthrow of the former and to the maintenance of the latter New Berne has contributed her full share for which she well deserves the gratitude of the State.

How well this historic city has served the State may be judged from a mere enumeration of the public men she has contributed. Such enumeration is not always an evidence of the highest and best service, and it does not by any means follow that all of those names are here given deserve to be ranked among the jewels of the commonwealth. It is not too much to say, however, that there is no community in America whose annals would not be enriched if it could add to its list of distinguished citizens the names of William Gaston, Abner Nash, Geo. E. Badger, John H. Bryan, John Stanly, Matthias E. Manly, and some others to be hereafter mentioned. New Berne has given to the State three of her governors, Abner Nash, Richard Dobbs Spaight, Sr., and Richard Dobbs Spaight, Jr.

In the list of North Carolina's jurists must appear the following whom New Berne has

contributed to the bench of the State: William Gaston, George E. Badger, Edward Harriss, John R. Donnell, Matthias E. Manly, Owen H. Guion, W. L. Clarke and David L. Ward. To the Continental Congress New Bern sent Abner Nash, William Blount, Richard Dobbs Spaight, Sr., and John Sitgreaves. To the Congress of the United States she has been represented in the Senate in the persons of George E. Badger and Furnifold M. Simmons; while to the House of Representatives she has sent the following: Richard Dobbs Spaight, Sr., John Stanly, William Blackledge, William Gaston, John H. Bryan, Charles Shepard, William H. Washington, Richard S. Donnell, David Heaton, Charles R. Thomas, Sr., Orlando Hubbs, Charles R. Thomas, Jr., William B. Shepard and Edward Stanly. The following of New Bern's sons have presided over the Senate and House of Representatives of North Carolina: Abner Nash, James Coor, William Blount, Richard Dobbs Spaight, Sr., John Sitgreaves, William Gaston, John Stanly, Richard S. Donnell, and Owen H. Guion.

In 1873 Stephen F. Miller, author of the well known "Bench and Bar of Georgia," who passed his early years in New Bern, wrote his "Recollections of New Bern Fifty Years Ago" in which he portrays many of New Bern's most eminent citizens of that time. Of John Stanly he says:



Residence of James A. Bryan, formerly Residence of John Stanly.

"John Stanly was foremost (among the lawyers) in age and natural gifts. His voice was strong, clear and musical, and his manner peculiarly graceful and dignified. In repartee and sarcasm I never saw his equal. His efforts in that line were absolutely withering. The composure of no suitor, witness or rival advocate could survive his pungent criticism. Ever bold and fearless, he at once rose to the breadth of the occasion, always wielding a polished immitter with the energy of a giant and the skill of an artist."

Probably no one will be found to contradict the statement that of all her eminent citizens, New Bern is proudest of her Gaston. Of him Miller says: "William Gaston was an ornament of the Bar, of Congress, of the State Legislature, and of the Bench of the Supreme Court. in all of which positions the ascendancy of his virtues, intellect and learning was acknowl-

edged. * * * It was my privilege to hear Mr. Gaston frequently in court, wrestling with his great professional rival, Mr. Stanly, in all that constitutes and tries the strength of character. I have heard no efforts since equal in ability, logic and eloquence. My youthful imagination was completely dozed, and now, in my sixty-eighth year, I recall those scenes as the greatest forensic triumphs I ever witnessed. He was diffident and when he first rose to address the court or jury, he trembled perceptibly, but in a few moments he was self-possessed, and commanded profound attention. He was uniformly respectful to the suitor and witnesses, to the Court and to his brethren of the bar. When he closed a speech, the whole subject-matter, both evidence and law had been exhausted by analysis and the mind rested with perfect confidence in the conclusions uttered. There was no touch of sophistry to mislead, and no mysterious phrase or look to bewilder the jury. All was luminous as a sunbeam. His face expressed the benignity of soul which animated his whole life." Standing by the tomb of Gaston in Cedar Grove Cemetery, New Berne, his former friend and correspondent, the distinguished Edward Everett, raising his hat, said: "This eminent man had few equals and no superiors."

Of Francis L. Hawks, eminent as lawyer, theologian, and historian, Miller says: "His voice was the richest imaginable, his language copious and beautiful, his manner very impressive. I was fond of hearing him in argument opposed to the veterans Stanly and Gaston, and my feelings were always on the side of young prodigy, as I considered Mr. Hawks. * * * Not only was Dr. Hawks one of the most eloquent speakers in America, but he was also chaste and voluminous author. He was eminent in letters as well as in oratory. He was the best reader I ever heard. Even a dry statute was interesting under the music of his voice. His gifts and labors considered together, the ancient town of New Berne has never produced another son of such literary accomplishments to adorn the age of her Gaston and Stanlys. When once remonstrated with by a parishioner, who, (unwilling to resign his rector to a more lucrative field to which he had just been invited) reminded him that the "young ravens would be fed"; "Ah, yes," replied the reverend gentleman, "but unfortunately there is no such promise for the young Hawks."

Mr. Miller's recollection of John H. Bryan is that he was very logical and earnest as a speaker. * * * "I have not seen Mr. Bryan within the last forty-nine years," he says, "but I have a distinct recollection of his ample forehead, his intelligent face and courteous manner." Judge John R. Donnell, he says, was a man of strict integrity, as well as a kind, considerate, generous neighbor.

Many other great historic events and many other eminent historic personages connected with the history of New Berne might be mentioned with both interest and profit, but the scope of this article forbids. There is left now for but one other incident in her history which after the lapse of nearly two centuries brought her again in close contact with the parent city among the Alps.

In the year 1891 the city of Berne celebrated the seven hundredth anniversary of her foundation. By special invitation from the city authorities the city of New Berne sent her mayor to represent her on that occasion. Three years later the city council of New Berne adopted the armorial bearings and colors of the parent city, and in 1896 the Council of Bughesses of the city of Berne presented to her offspring the famous banner of Berne, "displaying the arms of our city and the date, 1891, in remembrance of the celebration of that memorable anniversary and of the birth of friendly relations between the two cities on this occasion." In presenting this banner to the mayor and city council of New Berne, February 27, 1896, the Swiss minister to the United States, after quoting a paragraph from Washington's farewell message, exclaimed:

"Noble old city beyond the sea, surrounded by Jura and the Alps! Thou returnest in handing over thy glorious banner the greetings which thy daughter brought to thee on the

seven hundredth birthday and the homage she rendered to thee in assuming thy color and symbol.

“Noble city, thou mayst be trustful: Thy banner is well kept and well preserved in the country where Washington’s noble words are still living—words which are in harmony with thy endeavors.

“Citizens of New Bern: When the Bernese, Christopher de Graffenried, founded your city, it was standing here as a dangerous outpost of civilization at a time when savages still held possession of the country. Your ancestors contributed to make this beautiful and great country habitable, and then free. You will be loyal to this banner if you, mindful of its and your origin, shall keep awake the love of liberty and justice which is common to the cities of Ertach and Haller, to the country of Tell and Pestalozzi, as well as to the country which Washington founded and which Lincoln ennobled and preserved.

“Mr. Mayor, citizens of New Bern: Let this banner fly under the shadow of the star spangled banner: both lead to the peaceful struggle for the welfare of mankind ”



Bird's-eye View of New Bern, N. C.



East Front Street Looking North, New Bern, N. C.



Residence of Mr. E. K. Bishop, New Bern, N. C.



Residence of Mr. J. M. Mitchell, New Bern, N. C.

NEW BERN OF TODAY

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INTER and Summer, the whole year round, New Bern and its vicinity possess for the stranger attractions hardly known in any other part of the country. The climate is delightful, with the breezes from Pamlico Sound to temper its Summer and from the Gulf Stream to moderate the Winter, all out-door exercises can be constantly engaged in for the entire year. New Bern is a good place to live in, and a good place in which to make a living—the opportunity to make money and also to enjoy it are both here. New Bern is destined to become a favorite Southern Winter resort. Health and pleasure seekers will find hunting and fishing excellent.

It is an ideal field for the gunner, angler and yachtsman. The growth and development of New Bern has been steady and satisfactory. True, she owes her prosperity, in large measure, to the natural position she occupied, located at the junction of the Neuse and Trent Rivers, and today the City founded by DeGraffenried contains a population of over 16,000 souls

STEADY GROWTH

On every side may be witnessed evidences of steady growth and progress. The town no



Elks Temple, New Bern, N. C.

longer presents its old appearance. Within the short time of less than two years, the city's incorporated limits have been extended very considerably, muddy streets have given way to paved ones, while her sidewalks, which formerly at their best, but poorly served the pedes-

trian are now concreted to the extreme borders of the city, for a distance approximating twenty-five miles.

The traveler approaching the city can but observe the improved order of conditions, at every turn, and by Fall will enter the handsome new union passenger station, on which work is in progress, either transferring to cars from points on the various divisions of the roads entering the city, or else will be driven to hotels or places of business, over smooth and well paved streets, or if perchance the visitor should prefer to walk, he may stroll over the city for miles and not put foot to the earth.

INCREASED POPULATION

New Bern's population has almost doubled in the past decade. The census of 1890 gave the city only 9,000, whereas in 1909 the local post-office enumeration showed the population to have increased to nearly 16,000, and in the next ten years will be seen possibly an increased population over twice that size. The entire population of Craven county, of which New Bern is the county seat, was only 16,268 in 1860. Several things enter into the cause of New Bern's rapid growth and increased population, among which may be noted the new industries locating in the city, which increase the demand for labor, also the improved schedules over the various railroad divisions have placed this community in touch with points in the Eastern and Central portions of this and adjoining States, enabling traveling salesmen and others to reside in the city who otherwise would seek more central locations.

NEW INDUSTRIES

Several new and very substantial manufacturing plants have begun operations at New Bern during the past year, adding materially to the progress of the place and proving a valuable asset in the way of circulating money through the wages of increased labor and a general exchange of business.

Among the new industries may be mentioned the large modern saw mill of the John L. Roper Lumber Company, which is operated throughout by electricity, and which has a daily capacity of 125,000 feet. This plant employs 300 or more hands at the mill, and is probably one of the best equipped mills in the South.

The Peoples Ice Company has just begun to manufacture ice from their new plant, making two ice factories that supply the local, as well as a large trade from outside of the city.

The New Bern Box Company, a New York corporation has completed its modern plant within the past few months, and is now shipping its product to the North. This mill has a daily capacity of a carload of boxes, and at the present time is working about 75 hands.

The Craven Foundry and Machine Works, a new and modern plant, is now working to its full capacity, employing a number of skilled mechanics and helpers. This plant with the New Bern Iron Works and Supply Company, gives the city two large first-class machine shops and foundries which are capable of properly caring for the requirements of a large section of surrounding country, of which New Bern is an accessible center, both by rail and water.

The Chemical Lime Company is another industry to begin operations at New Bern quite recently. This plant is burning the shell, or coquina rock into lime, which has great value in an agricultural way and is being very successfully operated by local capitalists. This rock which is found in large quantities along the Neuse and Trent rivers, just above the city, possesses qualities which are thought capable of being successfully converted into building lime as well.

The Agricultural Lime Company, another plant to start here a few months ago by local capitalists, is producing a grade of lime from marl, which is used for agricultural purposes as well as for a filler for fertilizers manufactured at New Bern. This plant is similar to the



Residence of Hon. L. L. Moore, New Bern, N. C.



Residence of Mr. W. B. Blades, New Bern, N. C.



Residence of Mr. E. H. Meadows, New Bern, N. C.



Tabernacle Church, New Bern, N. C.

Porter-Brown Chemical Company, here, which also manufactures and ships this product to all points in the State, as well as supplying the requirements of the local demand.

The marl which enters into the manufacture of this lime and is found in large quantities along the Neuse and Trent rivers just above New Bern, is composed of decomposed sea shells, bones and other alluvial or flood deposits and is rich in lime value, being used largely among farmers and truck gardeners to relieve the sourness in the soil, as well as for fertilizing purposes. Thus it will be seen that two characters of agricultural lime are being made from two varieties of raw material at New Bern.

Industries and Articles Manufactured

In addition to the industries mentioned in a preceding paragraph, there are located in New Bern a number of plants engaged in the manufacture of various articles, the principal ones being lumber, fertilizers, lime cotton seed meal and oil, agricultural implements, barrels, crates, boxes, buggies, ice, cereals, medicines, machinery structural iron and steel and soft drinks—Pepsi-Cola, the soft drink that is making New Bern famous.



Plant and Offices of the Pepsi-Cola Company, New Bern, N. C.

NEW RAILROAD SHOPS

Under the head of new industries may properly be classed the new shops of the Norfolk Southern Railroad Company, which are to be built to replace the shops burned here some months ago.

These shops will be large and equipped with improved and modern machinery, affording employment to a large force of mechanics and other workmen, which will greatly increase the city's wage income.

The Chamber of Commerce has reliable information that other large plants are to soon locate at New Bern, and is now negotiating with others, with the view of having them settle here also.

FERTILIZERS

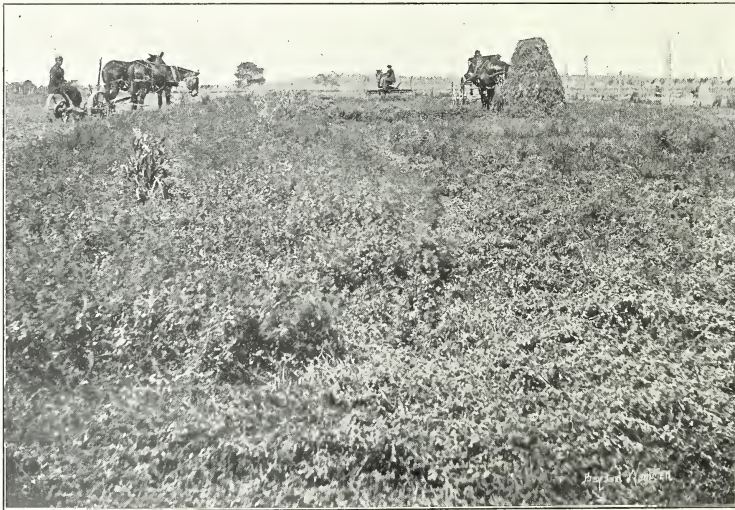
The manufacture of commercial fertilizers is one of New Bern's leading industries. There are a number of plants engaged in the manufacture of fertilizers at New Bern, among which are the New Bern Cotton Oil & Fertilizer Mills, E. H. & J. A. Meadows, Virginia-Carolina Chemical Company, Craven Chemical Company, and D. B. Martin & Company, while the Pokomoke Guano Company and Baugh & Company, of Norfolk, maintain agencies with commodious warehouses here. A number of the above fertilizer mills have either enlarged their plants quite recently or have under consideration doing so in the near future.

There are manufactured at New Bern during the year about 75,000 tons of commercial fertilizers, and about 25,000 tons are shipped in from Norfolk and elsewhere, making a total of about 100,000 tons of commercial fertilizers that are shipped from New Bern during the season, by rail and water to various points in the State, with a valuation of about \$2,000,000.

AGRICULTURE

Farming is a very important industry around New Bern. The land is fertile and is capable of growing several crops on the same land in one season. Crops grow and the land may be cultivated throughout the whole year. Every thing required may be grown with good profit.

Alfafa has become a valuable staple crop, is easily cultivated and earns \$60 to \$75 per acre a season, yielding five or six tons which is readily sold for \$15.00 a ton in the city. Native grass which make nutritious hay, follow any crop.



Alfafa, Grown at New Bern, N. C., sowed September 1907, cut four times in 1908, yielding over four tons to the acre. Sold in New Bern at \$15.00 per ton.

The staple crops are cotton, corn, oats, cowpeas, sweet and Irish potatoes, clovers, water-melons, peanuts, savoy beans, rutabagas, turnips, etc., while a considerable acreage in truck

is cultivated for shipment to the North, and for the home trade. Berries and fruit are also profitably grown.

Cattle, mules, horses, hogs, sheep and poultry of all kinds, such as fowls, ducks, geese, turkeys, etc., are raised and do well here, for which there is a good and profitable demand.



South Downs in Oak Grove, near New Bern, N. C.

RESOURCES AND ADVANTAGES

After all, a community is rich only in proportion to the value of its resources, and we claim that few places anywhere enjoy more valuable resources and natural advantages than are found around New Bern.

We will place before our readers, the resources of our section, as briefly as possible, in the following paragraphs and would invite your careful attention thereto:

The leading resources found at New Bern are lumber, fish and oysters, agriculture, unsurpassed water facilities and good railroad service.

TIMBER AND LUMBER

Not many years back, when North Carolina pine, now known all over the world—had little commercial value, it was a common sight to see long rafts of magnificent virgin pine timber being brought to the city and going begging at from \$1 to \$3 per 1,000 feet, only one mill was in operation at the time and as there was practically no demand for North Carolina pine in the North, our pioneer mill, which was owned and operated by the late Samuel Radeliff, enjoyed the pick of the finest pine timber through which a saw was ever run. Our people up to this time had disdained using anything except the very best grades of heart timber for building purposes, which was plentiful around New Bern and almost as cheap as dirt.

Our farmers who owned thousands of acres of virgin pine forests considered themselves



Harvesting oats in June that were sowed in January, at New Bern, N. C.

land poor, and destroyed millions of feet of valuable timber in opening up their forests for the plough. They little dreamed that in a few years their land with its virgin growth of valuable pine, which at that time could scarcely be given away, would, as if by magic, raise them from dire poverty to great wealth. Even when prosperity loomed up before them, they were powerless and without means and in many cases disposed of their valuable holdings for mere pittance.

The advent of the Northern capitalists into New Bern and the construction of modern mills however, were the prime factors in creating values in our timber forests and had it not been for these developments, the community could not be what it is today, nor would we have had the benefit of the Northern mill men's presence and capital, many of whom are still with us or are represented by descendants.

Contrasting the conditions found in New Bern today, with those of a quarter century ago, marked changes have been wrought and the place is steadily and surely forging ahead.

There are today nearly a score of lumber mills busily engaged in the manufacture of the now famous North Carolina pine, in the New Bern section, some of which are the most modern and best equipped in the South. These mills work about 5,000 employees at the mills and in the woods, having an annual capacity of about 175,000,000 feet.

There were shipped from the New Bern mills during 1909, 114,992,688 feet of North Carolina pine, with a valuation of about \$2,000,000. New Bern is now the largest lumber producing point in North Carolina, and exceeded the next largest shipping point for the same period by over 25,000,000 feet, or \$388,432.34 in value.

Banking Institutions the Backbone of a Community

Among the banking institutions of the city optimism prevails, and all signs of the 1907-09 financial depression are but memories of the past. We do not know of any town in the

State whose banking houses look after the interests of their depositors more considerably and liberally than do the New Bern banks.

The National Bank of New Berne and the New Bern Banking & Trust Company, both strong, sound and reliable, have served the public long and faithfully and enjoy absolutely the confidence of the whole community and a very large patronage.

The Peoples Bank, which opened its doors to the New Bern public in October, 1907, has had a phenomenal growth, having more than doubled its deposits each year of its existence. This bank is also well managed and likewise enjoys the confidence of the entire community. All of the New Bern banks maintain savings departments which share in full measure the success of the parent institution.

Well conducted banking houses are one of the greatest assets a growing community could possess and the Chamber of Commerce heartily commends the New Bern banks to all who contemplate locating in our city and may desire to open an account in a reliable banking institution.

WATER FACILITIES

New Bern enjoys excellent water facilities and is an inland port of considerable importance.

Being situated at the confluence of two rivers, the Neuse 11-14 miles, and the Trent, 1-2 mile wide, ample facilities for increased water traffic and commerce are afforded. Excellent docking and shipping facilities are found on both sides of the rivers. New Bern is only 20 miles from the Adams Creek-Beaufort ship canal, which will when completed in the early Fall, give a 12 foot channel at high water and 10 foot at lower water from the Neuse river to the Atlantic, affording direct intercourse between New Bern and the outside world by large vessels and steamers.



Neuse River at New Bern, N. C.

FISH AND OYSTERS

The fish and oyster market of New Bern is known far and wide. Few places on the Atlantic coast offer a greater variety of fish and oysters than does New Bern, where nearly all varieties of fish are handled in season, throughout the entire year, while oysters of excellent quality are to be had in great abundance eight months of the year. The run of fish for the past year in the waters of Eastern North Carolina have been unusually heavy and the volume of business in this line at New Bern this year exceeded that of the previous year by a very considerable amount. There are a number of firms in the city who pack and ship fish and oysters to all parts of the country.

HUNTING AND FISHING

The hunting around New Bern during the winter season is very fine. Ducks, geese, deer, hares, foxes and quail are plentiful and afford sportsmen much pleasure.

Fishing during the Spring and Summer months in the waters around New Bern is very good and all who are fond of the sport may be assured a good time.

INLAND WATERWAY

This canal is the first link to be constructed, of the great intra-coastal waterway, which will ultimately connect the New England and Florida coasts. The appropriation granted by Congress for the construction of this ship canal was \$550,000, and after it is completed, the traffic and shipping passing through the same is expected to be sufficiently heavy to justify further improvements and a greater depth must of necessity follow.

It will readily be seen that these improvements will greatly increase New Bern's prestige as an important commercial point and with her excellent water and railroad facilities she is destined to become one of the greatest places in the State.

RAILROADS

New Bern forms the hub of the wheel of railroads that diverge in five directions, North, East, South and West, placing the city in touch with the outside world and within a few hours of the leading cities of the country, only one hour to the Atlantic ocean, a few hours to Wilmington and Raleigh; twelve hours to Charleston; six hours to Norfolk; ten hours to Richmond and twenty hours to New York, with double daily passenger trains in all directions. Both the Norfolk Southern Railroad Company and the Atlantic Coast Line are alive to the importance of New Bern as a valuable shipping point, and many very decided improvements are expected to eventuate in the near future in connection with these lines.

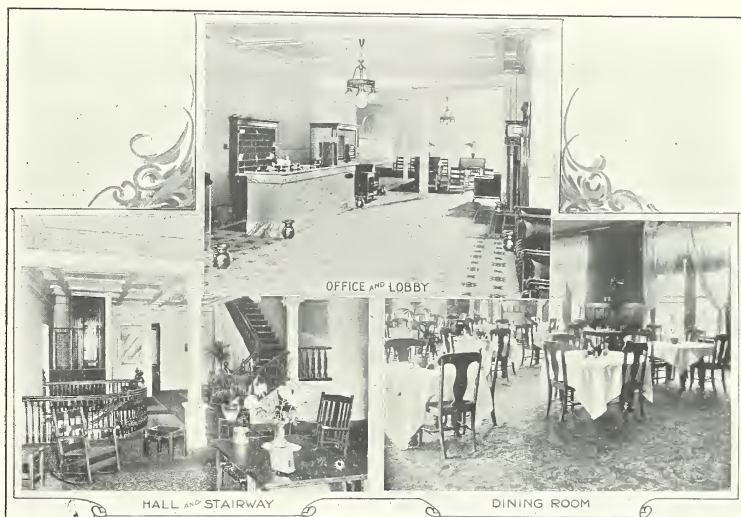
IMPROVEMENTS

Street improvements have held the attention of the New Bern public for the past year and a half, and in three elections during that period our citizens have shown their public spiritness by voting for bonds as a means of raising money sufficient to carry on the improvements, until we dare say—few towns in the State the size of New Bern can show better streets and sidewalks.

HOTELS

New Bern is well equipped in the way of good hotels. The Gaston, one of the best in the State, is modern, in every particular and has proven exceedingly popular with the traveling public and is maintaining the reputation won when opened to the public two years ago.

The Gem Hotel is kept in excellent manner and is giving entire satisfaction to its many



Interior View, Hotel Gaston, New Bern, N. C.

patrons, successfully catering to a large and appreciative patronage. This hotel, like the Gaston is new, and every thing is modern and up-to-date.

The Hazelton caters to lodgers and is also caring for its patrons in a most satisfactory style.

Various first-class boarding houses afford excellent service and care for patrons in a satisfactory manner.

CLIMATE

The climatic conditions of New Bern are very good. No extremes of winter and summer. Summers are cooled by delightful breezes from the sounds and rivers, the average summer or maximum temperature in the month of July being 75 degrees.

The winters are short, mild and delightful. No snow has fallen for the past three years, except one or two slight flurries, that failed to cover the ground. Cold spells are short and the average minimum—January temperature is 40 degrees. Outdoor life during the winter months at New Bern is pleasant and exhilarating and is enjoyed by a large colony of Northern tourists, some of whom own winter homes in the city.

HEALTH

The health of New Bern is excellent and compares favorably with the rest of the world, pneumonia, lagrippe and kindred diseases which often prove fatal in bleaker climates are mild in form and infrequent, while typhoid, so prevalent and oftentimes fatal in higher altitudes is remote and seldom fatal. Malaria, which formerly prevailed here as at most other places, has been conquered to a very considerable degree, by exterminating mosquitoes, and if the body is protected from the poison of their stings during the summer months no danger of “catching malaria” exists absolutely.

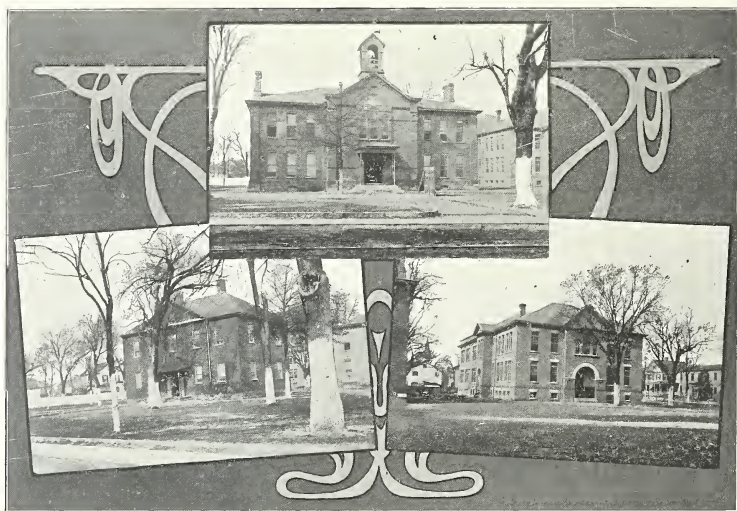
Longevity is great and the death rate is very low at New Bern, and we challenge any

city, anywhere, to show better health conditions, or healthier looking inhabitants than are found at New Bern.

Educational Advantages "Athens of North Carolina"

New Bern is very proud of its schools. The public schools are excellent in every way and are fitting the children and youth of the city for entrance into the various State colleges and seminaries, or for successful business careers. All branches, including manual training, cooking and sewing are successfully taught.

Up to a quarter century ago one building, the same that was built about the year of 1766—nearly 150 years ago, which is well preserved—was deemed sufficient for the necessities of that time. Now there are two other spacious brick buildings, the third having been completed a year or so ago, containing an excellent auditorium with a seating capacity of 600, which is said to be the finest public school auditorium in the State.



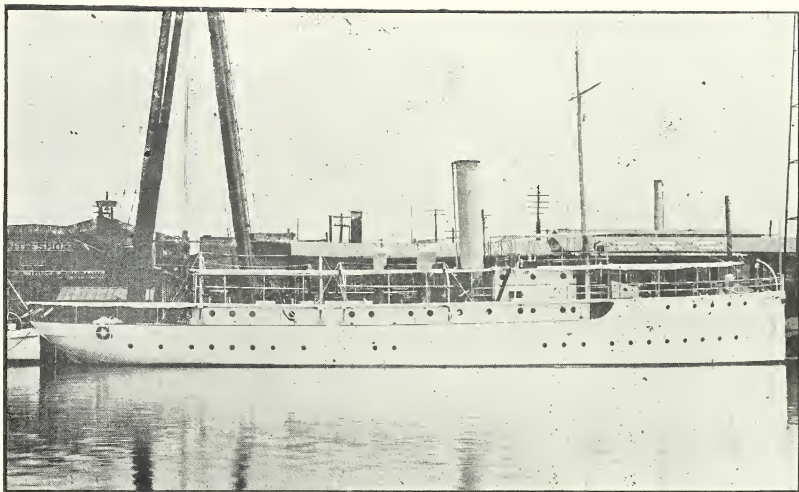
Buildings of the New Bern Graded Schools.

New Bern is alive to the necessity of having the very best educational advantages and with the ever increasing facilities for the proper training of her youth the sobriquet, "The Athens of North Carolina," which she has enjoyed for over a century still clings ineffably, though gracefully to her laurel bedecked brow.

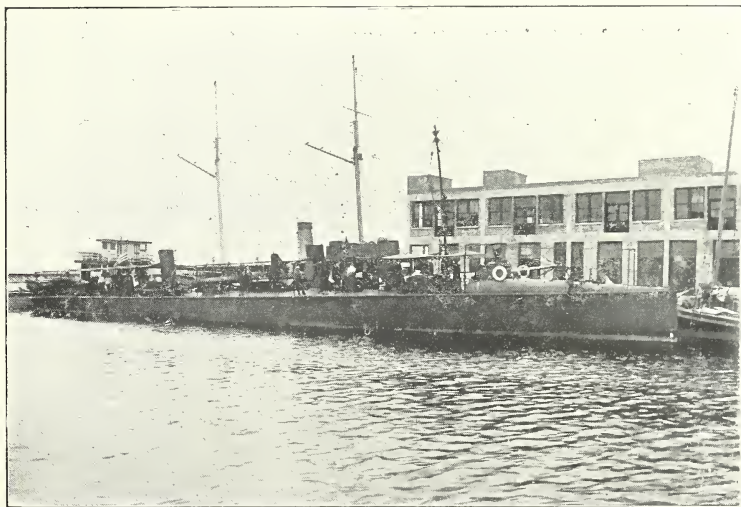
A very commodious and durable brick building has recently been built for the colored children of the city at a cost of about \$7,000.00.

GOVERNMENT BOATS

The Government maintains several boats at New Bern. The revenue cutter "Pamlico" looks after the port and sounds below the city, and the "Elfrida," a large yacht which has been turned over to the Naval Reserves for cruising purposes. The Government has recently assigned the torpedo boat "Dupont" to this port for use of the various divisions of the Naval Reserves.



Revenue Cutter "Pamlico" Stationed at New Bern, N. C.



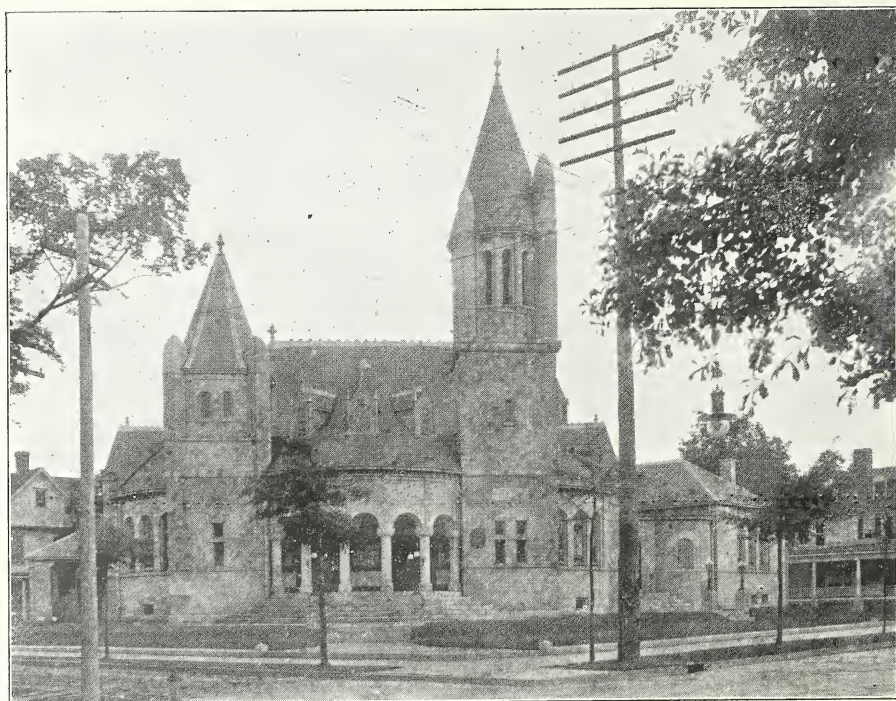
U. S. Torpedo Boat "Dupont," Gunboat "Elfrida" in rear tied to dock.

PURE DRINKING WATER

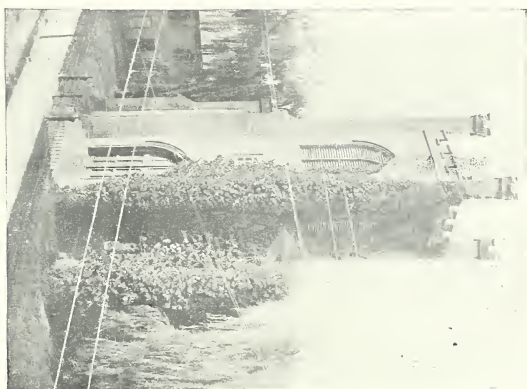
The drinking water at New Bern is gotten from deep artesian wells, of which there are six, and is exceedingly fine and healthful. The water supply is under sanitary regulation of the city, the plant being municipally owned and controlled, and the water analyzed at stated and sufficient periods by the State Board of Health.

CHURCHES

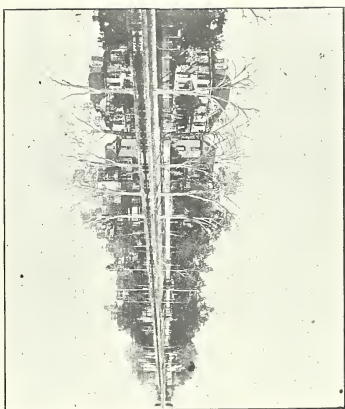
New Bern is blessed with a full complement of churches of practically all denominations, some of which are new and handsome edifices, while others are old, yet having their interiors in keeping with latter day requirements. The Methodist Church is possibly one of the handsomest buildings of its kind in the State, and the Christian Science hall and Jewish Synagogue are new and attractive buildings, being worthy of especial mention.



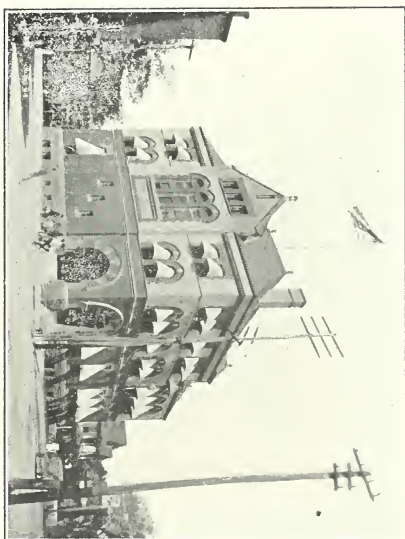
Centenary Methodist Church.



First Baptist Church, New Bern, N. C.



East Front Street from Neuse River, New Bern, N. C.



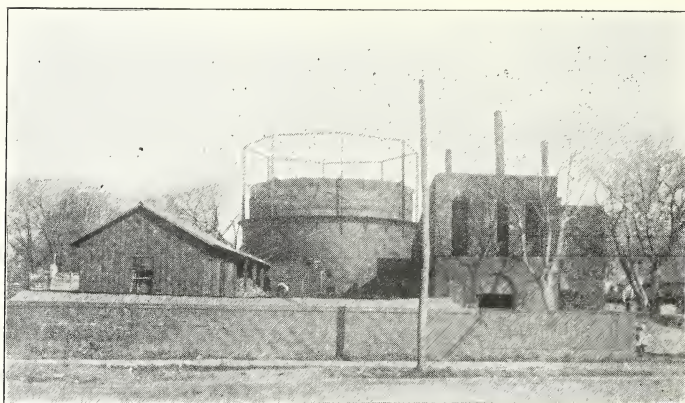
United States Government Building, New Bern, N. C.



Cedar Grove Cemetery.

LIGHT AND SEWER SYSTEM

The city is lighted throughout by electricity, the plant being owned by the city, as well as the sewerage system, both of which are well conducted. A modern gas plant owned by Northern capitalists, supplies an excellent grade of gas for illuminating and cooking purposes at moderate rates.



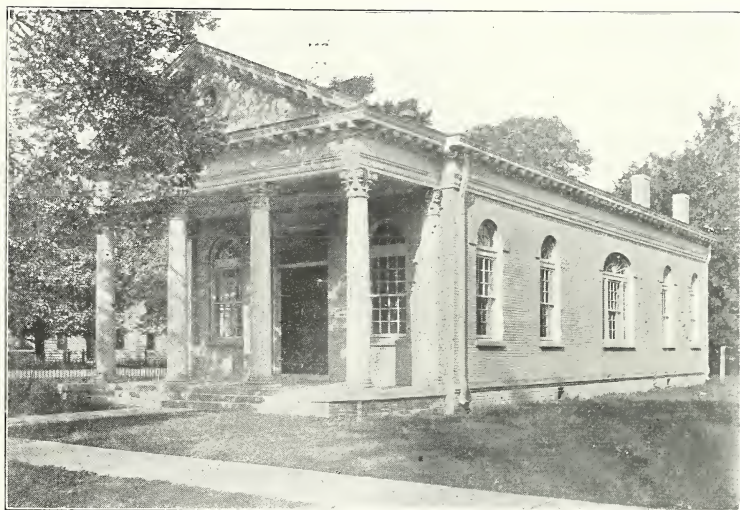
Plant of New Bern Gas Company.

GOOD ROADS

Good roads are the order of the day. There are ten or fifteen miles of excellent sand and clay roads leading into New Bern, and others are being prepared and will be in good condition very soon. Good roads prove a most valuable asset to any community and our county officers, the farmers, and the general public are deeply interested in the good work that is going on here in that direction.

BRIGHT FUTURE

With an abundant yield of cotton—6,000 bales having been sold on the New Bern market this season, an inexhaustible supply of timber of all kinds, fertile fields that are capable of supplying food requirements for thousands of inhabitants without outside aid; with deep water on both sides of the city (peninsula as to shape) affording desirable sites on railroads and water, as well as on opposite sides of the Neuse and Trent rivers; with its continuous stretch of inland water of over 100 miles, extending through Pamlico, Croatan and Albemarle Sounds, alive with fish and game, and the great inland waterway, which will ultimately connect Cape Cod and the far South, practically at its very door, opening up channels of commerce to all parts of the world, on a parity with Norfolk, Wilmington, Charleston, Savannah, etc.; with railroads crossing both rivers and grid-ironing the city and surrounding territory, New Bern bids fair to become one of the most important cities on the South Atlantic Seaboard.



Jewish Synagogue, New Bern, N. C.



Roman Catholic Church, New Bern, N. C.



Presbyterian Church, New Bern, N. C.



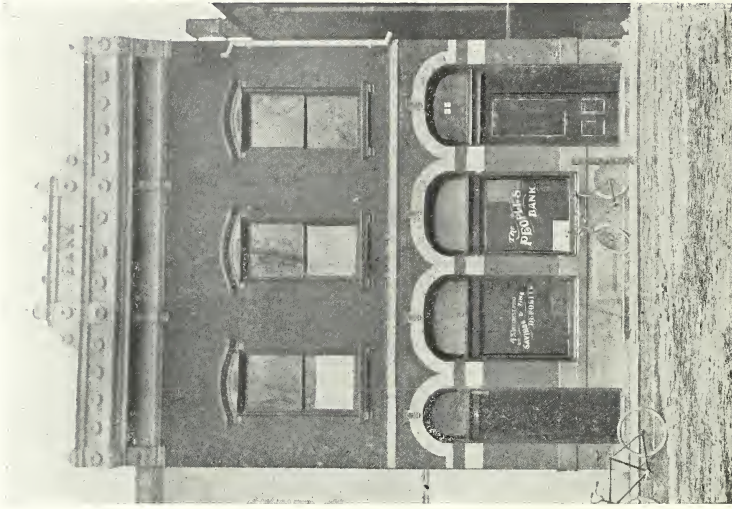
Craven County Court House and Jail, New Bern, N. C.



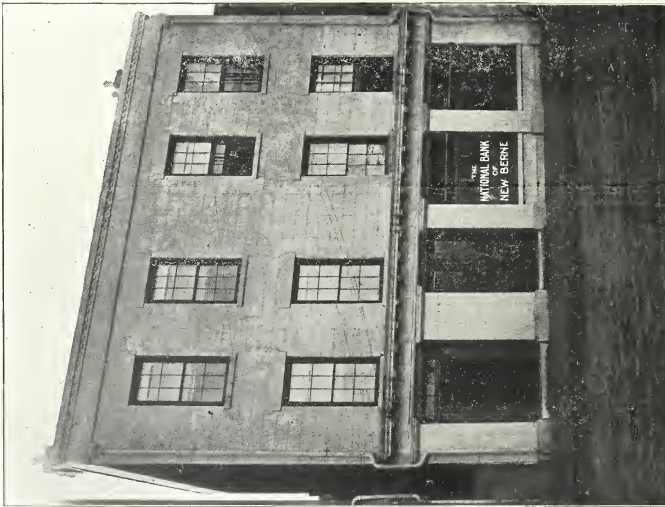
Lucas & Lewis, One of New Bern's Modern Stores.



Raising Pork for Market, New Bern, N. C.



The Peoples Bank, New Bern, N. C.



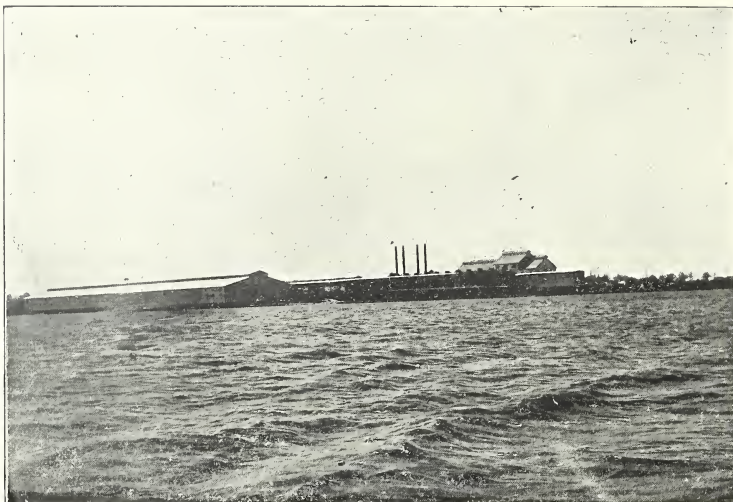
The National Bank of New Bern, N. C.



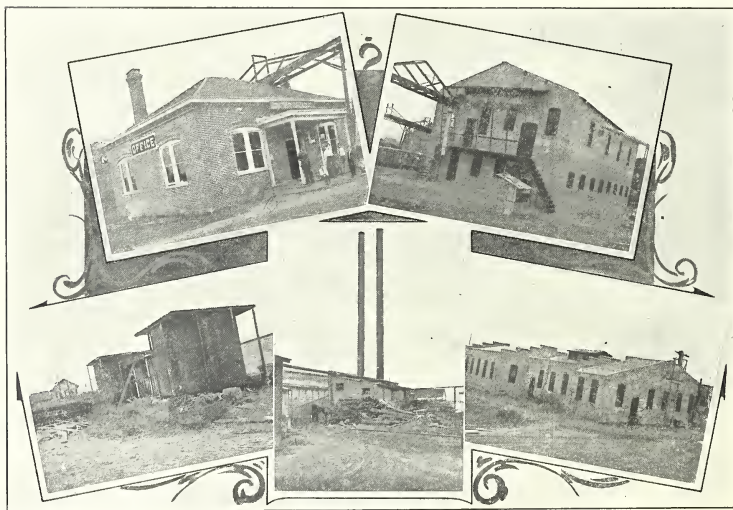
New Bern Banking and Trust Company, New Bern, N. C.



National Avenue, Looking South, New Bern, N. C.



John L. Roper Lumber Company, New Bern, N. C.



New Bern Cotton Oil and Fertilizer Mills.

Date Due

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